next step: develop example for disease site then present to coordinators 08/20/02

RAW

www.philipmorrisusa.com Website Re-design Update

- Re-launch of internet website in August 2002, aimed mainly to improve the presentation of information and provide better better navigation paths for visitors
- New site architecture has some new contents (e.g. From Seed to Pack, Consumer Center) and some old contents re-formatted
- Re-formatted contents related to smoking & health : Health Issues for Smokers, Quitting Smoking, Secondhand Smoke, Low Tar Cigarettes, Tar & Nicotine and Ingredients
- Review of re-formatted contents and organization for August re-launch
- Continuous development of new design of health issues pages

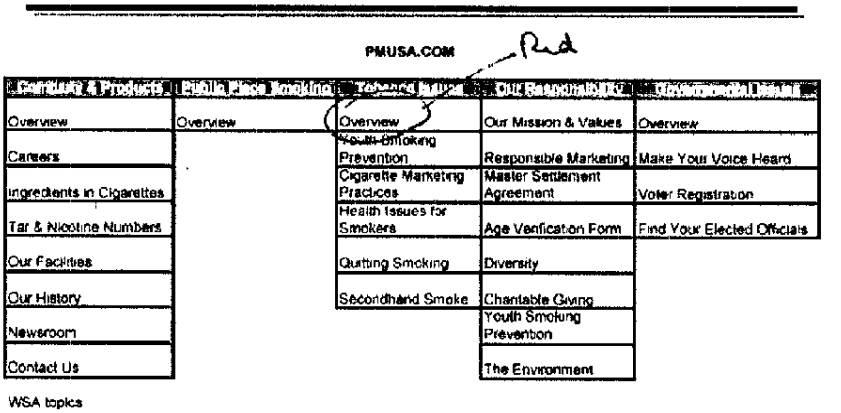
17 Aug 02 Walk | Draft - For discussion only | Slide 1

Current High Level Architecture

PMUSA.COM

Red

Company & Products	Public Place Smoking	Tobacco Issues	Our Responsibility	Governmental Issues
Overview	Overview	Overview	Our Mission & Values	Overview
Careers		Youth Smoking Prevention	Responsible Marketing	Make Your Voice Heard
Ingredients in Cigarettes		Cigarette Marketing Practices	Master Settlement Agreement	Voter Registration
Tar & Nicotine Numbers		Health Issues for Smokers	Age Verification Form	Find Your Elected Officials
Our Facilities		Quitting Smoking	Diversity	
Our History		Secondhand Smoke	Charitable Giving	
Newsroom			Youth Smoking Prevention	
Contact Us			The Environment	



WSA topics

17 Aug 02 Walk | Draft - For discussion only | Slide 2

PM3001113904

Source: https://www.industrydocuments.ucsf.edu/docs/lrxk0001

Proposed High Level Architecture

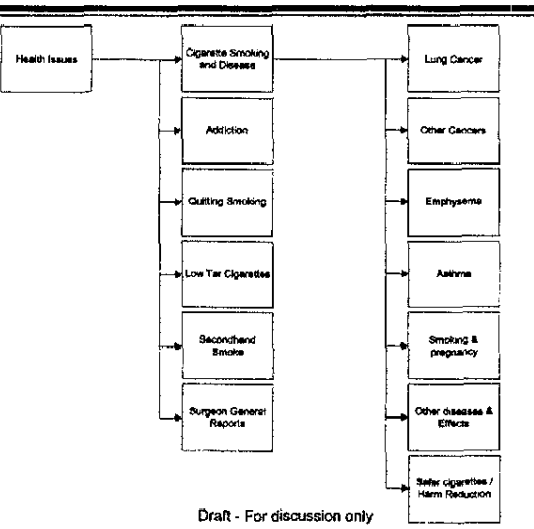
PMUSA.COM

	Our Products	Health Issues	Responsible Marketing	Policies and Practices	
Mission and Values	From Seed to Pack	Cigarette Smoking and Disease	Tobacco Settlement Agreement	Youth Smoking Prevention	Consumer Center
Company Info	Ingredients in Cigarettes	Addiction	Marketing to Adult Smokers	Public Place Smoking	Share Your Opinion
Careers	Tar & Nicotine Numbers	Quitting Smoking		Litter	FAQs
Press Room	Product Innovations	Low Tar Cigarettes		Environment	
		Secondhand Smoke		Regulation/Legislation	
		Surgeon General Reports		Community Involvement	
				Suppliers	

WSA topics

17 Aug 02 Walk | Draft - For discussion only | Slide 3

Proposed Mid Level Architecture



CVD

17 Aug 02 Walk | Draft - For discussion only | Slide 4

PM3001113905

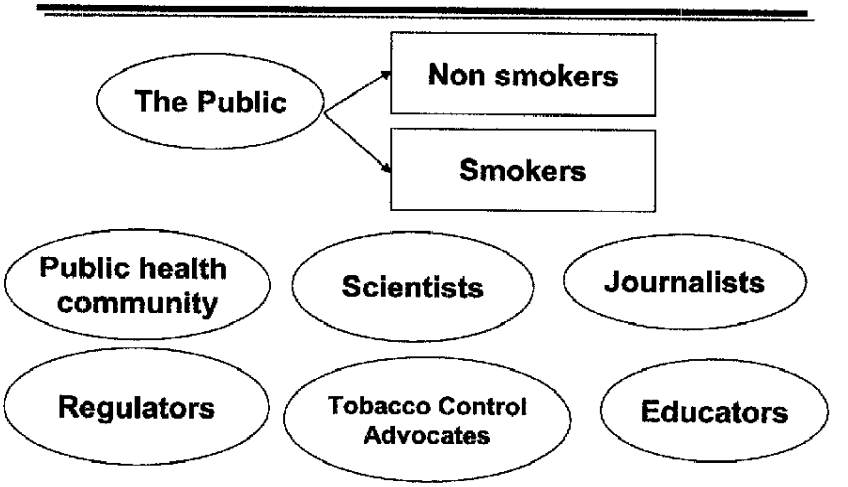
Source: https://www.industrydocuments.ucsf.edu/docs/lrxk0001

Health Issues Pages Re-Design

Elements of new design for health issues pages discussed in Website Design Workshop with Corporate Affairs in April 02:

- Identification of website visitors
- Selection of topics and level of details by website visitors
- Inclusion of harm reduction efforts

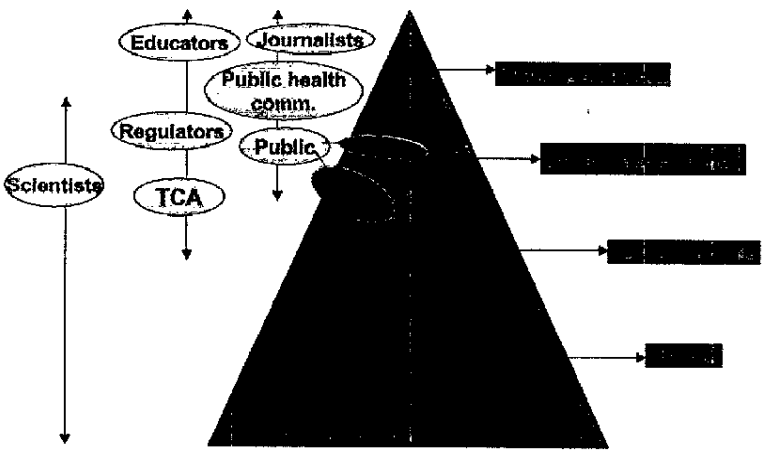
Identification of website visitors



PM3001113906

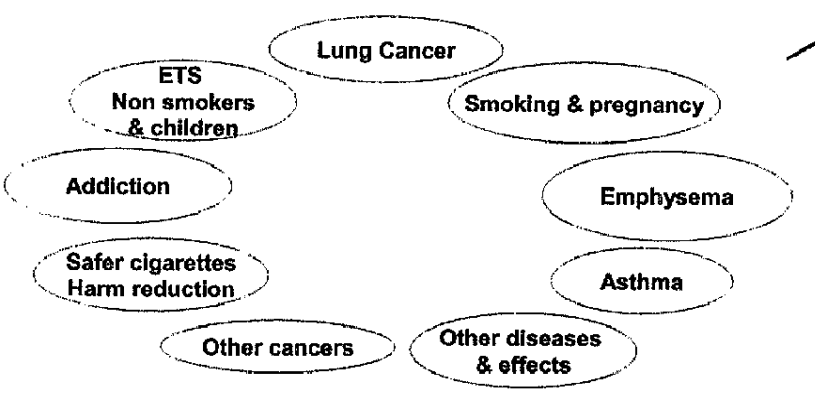
Source: https://www.industrydocuments.ucsf.edu/docs/lrxk0001

Choose your level of detail!



17 Aug 02 Walk | Draft - For discussion only | Slide 7

Content Elements (core messages, health risks)



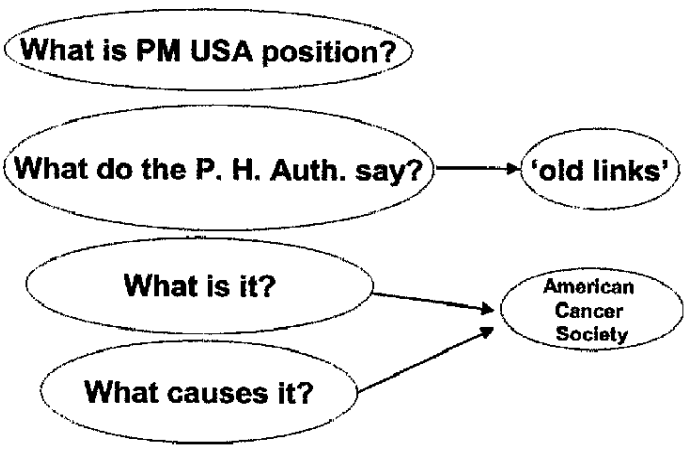
CVD

17 Aug 02 Walk | Draft - For discussion only | Slide 8

PM3001113907

Source: https://www.industrydocuments.ucsf.edu/docs/lrxk0001

Example: Lung Cancer



17 Aug 02 Walk | Draft - For discussion only | Slide 9

Next Steps

- Establish timeline – new health issues pages to be implemented by Dec 02 (?)
- WSA Coordinators to be responsible for the drafting of content of respective topics
- WSA Communication Group to help with the drafting and the steering of contents to final form to be posted on the web
- Priority setting and resource allocation for website work
- Implementation of new health issues pages follows proposed process for RD & E web contents creation & update

Planning Meeting 2

17 Aug 02 Walk | Draft - For discussion only | Slide 10

PM3001113908

Source: https://www.industrydocuments.ucsf.edu/docs/lrxk0001